
PART I - ADMINISTRATIVE

Section 1. General administrative information

Title of project

Electronic Columbia Basin Fish & Wildlife Research Report

BPA project number: 20029
Contract renewal date (mm/yyyy): ☐ Multiple actions?

Business name of agency, institution or organization requesting funding
Intermountain Communications

Business acronym (if appropriate) _____

Proposal contact person or principal investigator:

Name	Bill Crampton
Mailing Address	506 NW 21st Street
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Email address	intercom@ucinet.com

NPPC Program Measure Number(s) which this project addresses
1.2A, 3.3A, 3.3C

FWS/NMFS Biological Opinion Number(s) which this project addresses

Other planning document references

Short description

Deliver by email to policymakers, stakeholders, media, and the public a monthly electronic newsletter offering summary information about research and research-related activities relevant to Columbia Basin fish and wildlife restoration efforts.

Target species

Columbia Basin fish and wildlife

Section 2. Sorting and evaluation

Subbasin

Systemwide

Evaluation Process Sort

CBFWA caucus	Special evaluation process	ISRP project type
Mark one or more	If your project fits either of these	Mark one or more categories

caucus	processes, mark one or both	
<input checked="" type="checkbox"/> Anadromous fish <input checked="" type="checkbox"/> Resident fish <input checked="" type="checkbox"/> Wildlife	<input type="checkbox"/> Multi-year (milestone-based evaluation) <input type="checkbox"/> Watershed project evaluation	<input type="checkbox"/> Watershed councils/model watersheds <input checked="" type="checkbox"/> Information dissemination <input type="checkbox"/> Operation & maintenance <input type="checkbox"/> New construction <input type="checkbox"/> Research & monitoring <input type="checkbox"/> Implementation & management <input type="checkbox"/> Wildlife habitat acquisitions

Section 3. Relationships to other Bonneville projects

Umbrella / sub-proposal relationships. List umbrella project first.

Project #	Project title/description

Other dependent or critically-related projects

Project #	Project title/description	Nature of relationship

Section 4. Objectives, tasks and schedules

Past accomplishments

Year	Accomplishment	Met biological objectives?

Objectives and tasks

Obj 1,2,3	Objective	Task a,b,c	Task
1	The Research Report provides monthly, objective news and information related to Columbia Basin fish & wildlife research, using email delivery system	a	sources: research documents, articles, presentations, scientists, other researchers, federal, state, and tribal agency staff, university staff, private consultants, utilities, NWPPC
		b	attend and cover regional meetings, conferences & workshops related to fish &

			wildlife research, conduct telephone and personal interviews, read and summarize reports and other documents
		c	accurately portray positions discussed at meetings, include diverse reactions to topics discussed
2	provide quality customer service to subscribers and interested individuals	a	provide "feedback" feature allowing readers to respond to Report's content & sponsor interactive reader forums
		b	provide website links, email addresses, & other contact information related to content
		c	respond positively to subscribers seeking more information about research covered in Report and assist in any technical difficulties
		d	conduct readership survey to monitor customer satisfaction
3	market Research Report to increase circulation	a	write press releases, make phone contacts, put notices in journals and other publications
		b	encourage subscribers to forward Report to others through email

Objective schedules and costs

Obj #	Start date mm/yyyy	End date mm/yyyy	Measureable biological objective(s)	Milestone	FY2000 Cost %
1	10/1999	9/2000			90.00%
2	10/1999	9/2000			5.00%
3	10/1999	9/2000			5.00%
				Total	100.00%

Schedule constraints

Completion date
9/2000

Section 5. Budget

FY99 project budget (BPA obligated):

FY2000 budget by line item

Item	Note	% of total	FY2000
Personnel	Senior Editor, writer, admin. asst.	%78	44,400
Fringe benefits	N/A		
Supplies, materials, non-expendable property	office overhead	%2	1,200
Operations & maintenance	Telephone	%3	2,000

Capital acquisitions or improvements (e.g. land, buildings, major equip.)			
NEPA costs			
Construction-related support			
PIT tags	# of tags:		
Travel	coverage of meetings, workshops, conferences in Columbia Basin	% 10	6,000
Indirect costs			
Subcontractor			
Other	email delivery & website posting	% 5	3,000
TOTAL BPA FY2000 BUDGET REQUEST			\$56,600

Cost sharing

Organization	Item or service provided	% total project cost (incl. BPA)	Amount (\$)
Intermountain Communications	office overhead, telephone, internet	% 3	2,500
(same)	equipment	% 16	12,000
Total project cost (including BPA portion)			\$71,100

Outyear costs

	FY2001	FY02	FY03	FY04
Total budget				

Section 6. References

Watershed?	Reference
<input type="checkbox"/>	
<input type="checkbox"/>	
<input type="checkbox"/>	
<input type="checkbox"/>	

PART II - NARRATIVE

Section 7. Abstract

The goal of *The Columbia Basin Fish and Wildlife Research Report* is to offer complete, objective information about research and research-related activities relevant to Basin fish and wildlife restoration efforts. The Research Report responds to the 1994 Fish and Wildlife Program (1.2A, 3.3A, 3.3C) which stresses the need for information dissemination, public involvement and cooperation among all parties involved in fish and wildlife restoration.

Intermountain Communications, which produces *The Columbia Basin Bulletin: Weekly Fish and Wildlife News*, proposes to provide information in a **monthly** electronic mail format similar to *The Columbia Basin Bulletin*.

Information will be compiled by a Senior Editor and writers. Methods used to gather information will include summarizing reports; interviews with researchers and policymakers; attending policy and technical meetings where research is presented; monitoring the work of independent scientific advisory panels; attending workshops and conferences; monitoring science and research magazines and journals; and communicating with university departments.

The Research Report will serve as an accessible, objective clearinghouse for news and information about research related to Basin fish and wildlife science and policy. The Report will keep readers posted on research findings and funding and how policymakers are using the research to shape restoration policies. It will improve public understanding and awareness of research related to Basin fish and wildlife issues and provide an information/education link with the public and policymakers. Links will be provided to other sources of information and databases.

The Columbia Basin Fish and Wildlife Research Report will be judged on its quality, its utility to its audience, and number of readers.

Section 8. Project description

a. Technical and/or scientific background

Columbia Basin fish and wildlife policymakers stress that key decisions related to fish and wildlife restoration must be grounded in science. Therefore, information about research developments related to restoration efforts plays a crucial role in assisting policymakers in shaping policy. It also increases public understanding and awareness of the complexity of such efforts as the recovery of endangered salmon and steelhead.

Currently, it is very difficult for policymakers and the public to track the latest developments related to the science of fish and wildlife restoration. Policymakers and others interested in these issues have no central, accessible information source which allows them to efficiently track research and research-related issues.

b. Rationale and significance to Regional Programs

The Columbia Basin Fish and Wildlife Research Report responds to the Regional Program's section 3.3 C (Scientific Information Data Base) and 3.3A (Fund Coordinated Information System).

Though these sections stress the need to provide data in electronic format, the spirit of both sections is to "promote effective exchange and dissemination of information in standardized, electronic format throughout the basin." (3.3A.1)

In addition, "existing information from fish and wildfire program projects, other regional research efforts, and related national and international anadromous fish research should be compiled and made available to users . . . (3.3C.1)

Section 1.2A of the Regional Program stresses the need for public involvement and cooperation among all parties involved in fish and wildlife restoration. *The Columbia Basin Fish and Wildlife Research Report* is a logical component of the Regional Program's mandate to provide information that facilitates public involvement and improves dissemination and coordination of information

c. Relationships to other projects

The primary relationship *The Columbia Basin Fish and Wildlife Research Report* will have with other projects is its service as an information clearinghouse for those interested in research and research-related issues. *The Research Report* will complement and collaborate with other research-related projects by receiving and distributing important information about basin fish and wildlife research. *The Research Report* will serve as a link among research project sponsors and as a link to interested stakeholders and the public.

d. Project history (for ongoing projects)

e. Proposal objectives

The objectives of *The Columbia Basin Fish and Wildlife Research Report* are:

- 1) Provide monthly, objective news and information related to Columbia Basin fish and wildlife research, using an e-mail delivery system.
- 2) Provide quality customer service to subscribers and interested individuals.
- 3) Market the Research Report to increase circulation

f. Methods

Each month, the Senior Editor and writer will collaboratively write, edit, and produce the monthly *Columbia Basin Fish and Wildlife Research Report*. The writers will gather information about research-related activities in the Basin.

1. Provide monthly, objective news and information:

a.) The writer will use as primary sources of information: research documents, articles, presentations, scientists and other researchers, staff for federal, state, and tribal agencies active in fish and wildlife research, communication staff for universities, private consultants and researchers, utilities, and the Northwest Power Planning Council.

b.) The writer will utilize several methods of information-gathering: phone interviews; face-to-face interviews; faxed information; policy letters; reports; research documents; e-mail correspondence; attend and cover regional meetings, conferences and workshops related to watershed restoration issues.

c.) *The Research Report* will accurately report on the positions discussed at meetings and include diverse reactions to the topics discussed.

2.) *The Columbia Basin Fish and Wildlife Research Report* will provide quality customer service in the following ways:

a.) Provide a “feedback” feature allowing readers to respond to content, and sponsor through e-mail format a monthly interactive reader forum devoted to research topics.

b.) Provide website links, email addresses, and other contact information related to content.

c.) Respond positively to subscribers seeking more information about topics covered in *The Research Report* and provide assistance to subscribers having technical difficulties with e-mail delivery.

d.) Conduct a readership survey to monitor customer satisfaction with content and delivery methods and assess usefulness of information.

3.) Market *The Columbia Basin Research Report* to reach readers both inside and outside fish and wildlife policy circles:

a.) Send press releases about *The Research Report*, make phone contacts, place notices in journals, other publications, and on the internet;

b.) Encourage subscribers to forward *The Research Report* to other potential interested parties through the email system.

g. Facilities and equipment

The facilities and equipment for this project are: offices of the editor and writers; computers; phones; and fax machines.

h. Budget

Intermountain Communications is proposing the budget for a monthly electronic newsletter, *The Columbia Basin Fish and Wildlife Research Report* for \$56,600. There will be twelve editions per year.

Personnel:

Senior Editor - Edit and supervise coverage of research-related issues for *The Columbia Basin Research Report*. Supervise product delivery and all other operations.

Senior Writer - produce news stories and provide information related to Columbia Basin fish and wildlife research issues.

Administrative Support - bookkeeping, contract administration, clerical

Senior Editor	\$35/hr @ 20 hrs/month (12 mos.)	\$ 8,400
Senior Writer	\$30/hr @ 90 hrs/month (12 mos.)	32,400
Administrative Support	\$20/hr @ 15 hrs/month (12 mos.)	<u>3,600</u>
	TOTAL	44,400

Supplies:

Office Overhead - shared office space and supplies with Intermountain Communications.

Office Overhead	\$25/week	1,200
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Operations and Maintenance:

Telephone - shared telephone and internet expenses with Intermountain Communications; all telephone use of staff doing *Research Report* business.

Telephone	2,000
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Travel:

Attend meetings, workshops, conferences in Columbia Basin; includes: airfare, mileage, lodging, food.

Travel	6,000
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Other:

Product delivery through email and the posting of *The Research Report* on an Intermountain Communications website

e-mail delivery & web site posting	3,000
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TOTAL	\$56,600
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Section 9. Key personnel

Bill Crampton is president of Intermountain Communications and will serve as Senior Editor for *The Columbia Basin Research Report*. He now serves as editor for The Columbia Basin Bulletin: Weekly Fish & Wildlife News.

Crampton has been a Northwest journalist for over 20 years, with many awards for reporting, editing, and editorial writing. He has a bachelor's degree in journalism from the University of Washington (1977) and a master's degree in American History from Washington State University (1984). Under a fellowship, Crampton attended the University of Maryland for one year (1985), where he completed course work for a doctorate in American History.

Crampton has worked as a reporter and editor for daily newspapers in Montana, Idaho, Alaska and Washington. His "beats" have included school boards, local government, environment, Alaskan Native issues, agriculture and business. For six years, he served as Editor of the East Oregonian in Pendleton, Oregon, where much of his writings focused on natural resource issues. In addition, Crampton has extensive experience as a supervisory editor guiding daily news coverage. He is experienced in managing news budgets.

In February 1997, Crampton's company, Intermountain Communications, launched *The Northwest Salmon Recovery Report*, a print newsletter which provides in-depth news and analysis of Columbia Basin salmon recovery issues. Crampton serves as editor and publisher of the NSRR.

Section 10. Information/technology transfer

The Columbia Basin Research Report's information will be distributed by email to subscribers and posted on the World Wide Web. Intermountain Communications intends to develop and distribute marketing materials -- flyers, brochures, press releases -- to inform persons interested in fish and wildlife issues about *The Report*.

Congratulations!